

REPORT / RECOMMENDATION



To: Park Board

Agenda Item #: VI.C.

From: Ann Kattreh
Parks and Recreation Director

Action ☐

Discussion ☒

Date: April 9, 2013

Information ☐

Subject: Strategic Planning Information and Discussion

Action Requested:

Discuss the Parks and Recreation Department's Mission and Vision Statements and the Request for Proposals (RFP) for a strategic planning consultant.

Information / Background:

At the March 12th, 2013 Park Board meeting members Cella, Deeds, Segretto and Steele volunteered to serve on a Vision and Mission Statement Committee with Ann Kattreh and Susan Faus from the Parks and Recreation Department. The first meeting of that committee will take place on Monday, April 8. We will give a brief update as to the status of our work.

Attached are copies of RFPs for strategic plans from the cities of Bemidji, Brooklyn Park and Coon Rapids. Please review these proposals and consider items that would be important to include in our RFP. According to our work plan schedule, the goal is to select a consultant in May. If an RFP is approved at the May meeting, staff will immediately begin to solicit consultants. Consultants could be interviewed the first week in June and a recommendation made to the Park Board at the June meeting. Due to the amount of the contract, it would also need City Council approval. Staff would appreciate a committee of Park Board members willing to serve as a RFP and consultant selection team.

Attachments:

Bemidji Request for Proposal
Brooklyn Park Request for Proposal
Coon Rapids Request for Proposal

CITY OF BEMIDJI
Parks and Recreation Department

Request for Proposals
Consultant Services for the City of Bemidji Parks, Recreation and Trails System Plan

Request Date: December 22, 2010
Proposal Due Date: January 19, 2011
Consultant Interviews if Necessary: January 24, 2011

Please submit proposals to:

Marcia Larson, Parks and Recreation Director
City of Bemidji
1351 5th Street NW
Bemidji, MN 56601
Phone: 218-333-1860
marcia.larson@ci.bemidji.mn.us

PURPOSE OF THE REQUEST

The City is seeking professional planning services for the development of a Park, Recreation and Trails Systems Plan. This comprehensive planning document will provide a basis for decision making regarding development and redevelopment of parks, local and regional trail connections, recreational opportunities, the incorporation Active Living concepts, and funding.

In 2001, the City of Bemidji completed a comprehensive analysis and plan for parks, open space, and trail systems in the City. The extensive public process was instrumental in shaping a strong and common vision for the City that included fostering the “City as a Park” concept, whereby the parks and open spaces serve as primary factors in shaping the character of the community and creating a quality and desirable place to live, work, and recreate.

The result of the planning process was the adoption of the Parks, Open Space, and Trail System Plan (Park Plan) in November 2001. The importance of parks, open space, and trails to the quality of life in Bemidji was supported when the citizens passed a referendum for a ½ percent sales tax for park and trail improvement.

Since 2001, the City has implemented much of the Park Plan – through the redevelopment of parks, construction of trails, and general improvements in the park system. In addition the community has experienced growth and changes in both economic and demographics. The City has also adopted Fit City and Active Living Policies that have directly impacted the provision of facilities, services and recreation programs.

The use of the re-developed parks and trails system has increased dramatically. Combined these factors have created additional demands (and sometimes conflicting demands) upon the Park System. Now is the optimal time to think about the direction of the park system as a whole and how it can meet current and future needs in the following areas:

- 1) Physical Parks System
- 2) Local and Regional Trail System
- 3) Recreation
- 4) Natural and Cultural Resources

- 5) Strategic striping and signage of transportation routes
- 6) Funding

The parks system plan will develop goals and strategies for these areas, and ultimately provide direction for the next 20 years. It is time for the City of Bemidji to think carefully and strategically about setting system-wide priorities, budgeting and other funding strategies.

The City of Bemidji seeks to enter into a contract for park system planning services for this process. A firm or team that has expertise in local and regional park system planning is desired.

Scope of Services:

Inventory/Analysis

- Inventory and analysis of park system – identifying needs, trends, strengths, weaknesses and opportunities:
 - Park Facilities and locations
 - Local Trail Connections
 - Regional Trail Connections
 - Incorporation of Active Living Concepts
 - Cultural and Natural Resources

Public Engagement

- Planning and facilitating a series of meetings with staff, committees, elected officials and the general public
- Leading creative visioning sessions to develop priorities for the park system Including:
 - Mission of the Bemidji's Park System
 - Physical parks system and services
 - Local and regional trail connections (consider nearby destinations and development in Northern and Bemidji Township)
 - Prioritization for implementation of land protection, development and operational improvements
 - Recreational services/program priorities
 - Cultural and Natural Resources
 - Costs of improvement and long term funding strategies

Plan Development

- Identification of park facility condition and maintenance standards, compliance with Playground Safety Standards, Americans with Disability Act, and other recognized recreational standards. Develop a level of service that reflects the community values and the budgetary implications both for the current system and future developments.
- Incorporate strategic striping and signage recommendations (including mapping) for transportation routes and linkages to community destinations (provided by Headwaters Regional Development Commission via Active Living).
- Incorporation of input and ideas from a variety of stakeholder perspectives
- Evaluate transportation routes and enhancements– with a focus on the connection between on-road bike routes and lanes, multi-use trails (pedestrians, bicycles, including users of all abilities), and federal, state, regional and local recreational lands. (City to provide base map of agency lands, parks and trails).
- Identify/quantify known system-wide needs [acquisition, capital, O & M] Identify and evaluate current funding, and what it can generally fund.
- Identify and research potential new funding strategies, sources (e.g. Community Fund, untapped grants, and legislative initiatives).

- Report on the strengths, weaknesses, opportunities and threats to the funding system
- Generating viable options, costs, and implementation for above priorities.

Implementation -Priorities

The Consultant will work closely with City Staff, Parks and Trails Commission and a Steering Committee consisting of Commission members, Active Living Partnership representatives and citizens.

Plans and Philosophy

Related Park Planning and Goals

City of Bemidji Parks, Trails and Open Spaces Plan – 2001 – will be provided by the City of Bemidji.

Active Living Bemidji

There is a growing movement around Active Living in the Bemidji Area. The idea is to create a culture around health and wellness by tackling a comprehensive approach to help people incorporate physical activity in to their daily lives. Updating the Parks, Trails and Open Spaces Plan is a key opportunity to incorporate health and wellness into policy for the City of Bemidji. Check out more information at www.activelivingbemidji.com.

Key Active Living Initiatives (both current and imminent projects)

- Active Living Bemidji has been working with the Greater Bemidji Area Joint Planning Board to incorporate an Active Living Vision into the Land Use and Transportation Plans.
- The City of Bemidji is also considering the development of a “Complete Streets Policy”.
- The City of Bemidji has implemented active living concepts in the local road system and federal Transportation Enhancement Grants.
- City has been increasingly active in planning programs to get people active.
- Bemidji Pioneer has a new “Here’s to You” which is dedicated to active living and health and wellness.
- There are also a wide variety of other things going on to promote wellness.

Consultant Qualifications

Knowledge Areas:

Park system design, trends and innovative approaches
 Recreation provision, trends, partnership approaches
 Natural and cultural resource assessment, interpretation, stewardship
 Parks administration trends and innovations
 Traditional and innovative approaches to protecting and acquiring green infrastructure
 Parks funding/finance issues, trends, innovations
 Knowledge of parks system trends and issues, local and nationwide
 Understanding of changing roles of parks system in today’s society

Skills and Expertise:

Facilitation of groups
 Creative visioning, generation of alternative scenarios
 Strong communication and graphic skills
 Strategic planning skills

Timeline:

Responders should assume a November 1, 2011 deadline for the successful adoption of the Park System Master Plan by the City Council

Public and Committee Meetings

The below meeting outline is intended to provide the consultant with the approximate number of public and committee meetings that are envisioned. Additional meetings with city staff are not included in this outline but are expected at regular intervals throughout the development of the park systems plan.

- Three Meetings with the Steering Committee
- Two Combined meetings with Park and Trail Commission and City Council at Work Sessions
- One Park and Trails Commission Meeting
- Two Open Houses

Budget

The budget range for this project is \$40,000 to \$60,000. Proposals should include estimates of reimbursable expenses.

Proposal Content

1. Cover letter.
2. Introduction to the firm and team including experience and qualifications of project manager and team members, and previous park planning experience and specific projects. The project list should include a project description, description of approach that was found to be successful and status of each project.
3. Proposed Work Plan Approach - Discuss specific project tasks with a brief outline of the recommended approach(s) to be taken. The scope of consultant work necessary to achieve desired results should be identified. Specific techniques and methodologies should be included in this section.
4. Resumes of key personnel for firm/team
5. Statement of qualifications
6. A statement that respondent has the ability to provide services within the designated time frame.
7. References
8. Fee Schedule - Include a fee schedule for those who would be involved with the project, lump sum amount not to exceed for the services requested and a price for reimbursable items.

Note: all costs for project meetings and site visits necessary to facilitate completion of the project are to be included in the total fees and expenses listed above.

Proposal evaluation

Proposal evaluations may include but shall not be limited to the following criteria:

- A. Quality of previous work of project personnel
- B. Previous park planning work related to park systems planning.
- C. Demonstrated effectiveness in public involvement/participation processes in park planning and design
- D. Positive history of designing projects within established budgets
- E. Expressed understanding of the project objectives and work tasks

- F. Qualifications of key personnel - experience, education of staff members assigned to the project
- G. Experience with regional park systems plans
- H. Ability to meet time line
- I. Cost

Limitations

This solicitation for proposals does not commit the City of Bemidji to incur any cost in the preparation of the proposal. The City of Bemidji reserves the right to accept or reject any proposal and to negotiate with any qualified source for the services as a result of this solicitation when it is in the best interest of the City to do so. Bemidji City Council action is required for an acceptance of a proposal.

Proposal Delivery and Deadline

Submit (6) copies of the proposal.

All proposals are to be received by 4:00 p.m., Wednesday January 19, 2011.

Faxed proposals will not be accepted.

Send Proposals to:

Marcia Larson
Parks and Recreation Director
Public Works Facility
1351 5th Street NW
Phone: 218-333-1860
marcia.larson@ci.bemidji.mn.us



RECREATION AND PARKS

5600 85th Ave. N., Brooklyn Park, MN 55443-1825 • Phone 763-493-8333 • Fax 763-493-8253
TDD 763-493-8381

Jon Oyanagi
Director, Recreation & Parks
763-493-8337
jon.oyanagi@brooklynpark.org

January 25, 2011

I would like to personally invite you and your firm to submit a proposal to help the City of Brooklyn Park develop a Recreation and Parks Master Plan. Please find attached a Request for Proposal (RFP) for Consulting Services. The details of your proposal are due to the department by Friday, February 25, 2011 at 4:00 p.m. Details of the submittals are included in the RFP.

We are hoping this project will provide answers to many questions. We hope this will provide a process for redevelopment of existing parks. We hope this plan examines recreation programs and projects programming needs. We hope the plan will reflect the changing demographics and how this impacts recreation and parks. We hope this plan will prescribe a funding plan that is adequate and sustainable for decades to come.

Please feel free to contact me with any questions or concerns. We think we explained the scope of the project but there may be additional information that would help your proposal. In the event that this is discovered, we will send addendums to the RFP as soon as possible.

Thank you for taking a moment to consider being a partner in this grand undertaking. I hope to see a proposal submitted.

Sincerely,

Jon Oyanagi, Director
Brooklyn Park Recreation and Parks

**Request for Proposal for Consulting Services
Recreation and Parks Master Plan
City of Brooklyn Park**

The City of Brooklyn Park invites qualified park and recreation planning firms to submit a proposal, including a fee schedule, for consulting services to prepare a comprehensive recreation and parks system master plan. The Recreation and Parks Master Plan will be a practical tool to guide the operations on a daily basis as well as assist with long-term decision-making. Priorities will be detailed that will also assist with decisions when resources are limited. The document will enable the city to apply for grant funding.

Above all, the Recreation and Parks Master Plan will reflect the uniqueness of Brooklyn Park now and as changes occur in the future. The plan will allow for flexibility and adaptability. The plan will incorporate the tremendous diversity of the community and shape a recreation and parks system that effectively serves all residents, businesses, and visitors of Brooklyn Park.

I. Recreation and Parks Department Profile

Purpose Statement:

To create a sense of place and sense of community.

This is accomplished by meeting the diverse recreational needs of residents by providing quality recreational programs and facilities, focusing on the following areas:

- Youth Development
- Health and Wellness
- Safety, Security, and Crime Prevention
- Bringing Community Together
- Neighborhood Livability
- Economic Development
- Human Development
- Environmental Stewardship
- Cultural Enrichment

Organizational Structure:

The Recreation and Parks Department is comprised of two primary divisions: Recreation Services and Parks Planning and Facilities.

Recreation Services is responsible for the planning and management of recreation programs and events in the following program activity areas:

- Youth and Family Recreation
- Teen Programs
- Therapeutic recreation
- Adult athletics
- Adult and Senior activities
- Summer Camps for Youth
- Community programs
- Youth Opportunities Coalition
- Zanewood Recreation Center
- Eidem Homestead historical site
- Community Center programs and ice arenas
- Senior Center programs
- Customer service and registration
- Public information and communications
- Revenue generation
- Grant management
- Community group coordination

Park Planning and Facilities is responsible for the planning and management of parks and facilities in the following program activity areas:

- Park planning
- Project coordination with Operations and Maintenance
- Public use of facilities policies and procedures
- Management and scheduling of Community Activity Center
- Management of golf enterprise facilities
- Management of Clubhouse facility and contractor
- Open Space and Land Acquisition Development (OSLAD) Fund projects
- Park bond plan
- Grant management
- Revenue generation
- Community group / Parks Advisory Commission coordination

Both divisions work closely together; one plans and develops the parks and facilities, the other coordinates the recreation programs and use of the facilities by the residents and user groups.

The maintenance of the parks, trails, nature areas, and facilities is generally performed by the Parks Maintenance Division of the Operations and Maintenance Department. The Recreation and Parks Department works closely with Operations and Maintenance on a daily basis. In addition, parks, trails, and facility development involve a team of staff from both departments. Because of the scope of maintenance at the golf

courses and the Community Activity Center, the Recreation and Parks Department does supervise the maintenance of those facilities.

II. City of Brooklyn Park Mission Statement

The following mission statement of the City of Brooklyn Park should serve as a overall guide for undertaking the park master plan update: *Brooklyn Park - A thriving community inspiring pride where opportunities exist for all.*

III. Scope of Work

The consulting firm must provide the following services:

- Establish a clear, 20-year vision for the Brooklyn Park parks, recreation, open space, cultural, historical, preservation, trail and bikeway systems (hereinafter referred to as “Park System”) developed to meet future community needs
- Establish a detailed implementation program for achieving the plan’s vision including estimates of annual costs and funding sources
- Establish documented capital funding priorities for improvements and acquisitions to the Park System
- Establish documented programming priorities for the recreation, historical and cultural systems
- Evaluate existing Park System features, amenities and services related to peer communities and accepted national standards to identify problems and potentials
- Identify the Park System needs, desires and interests of the community today and 20 years from today based on anticipated demographic, economic and sociologic changes
- Prescribe and incorporate a process for adapting to changing needs and interests both proactively and reactively
- Identify the Park System characteristics including: setting, previous studies, population characteristics/demographics, natural features, historic sites, development controls, history of park system and demand for services (use levels)
- Verify definitions and standards for the City park system including: general terms, general standards, park classifications and park facilities
- Establish an inventory of City park system and school sites. Majority of requisite inventory information is available in City GIS database
- Evaluate, inventory and map existing Park System features, amenities and services relative to peer communities and accepted national standards to identify significant issues, strengths, challenges, and opportunities
- Incorporate individual park property maps illustrating existing features (e.g. land and water acreage, adjacent streets, park amenities, etc.), service areas and future development plans
- Examine the need for and recommend policies and priorities for preserving natural features and amenities for the benefit of the community as a whole
- Explore the development of guidelines for public art programs and investments
- Analyze existing City documents such as the 2008 Comprehensive Plan Update for integration of relevant information
- Prepare goals, objectives and implementation actions for the Park System for inclusion in the Recreation and Parks Master Plan

- Solicit public input from residents, businesses and stakeholders (e.g. three school districts, North Hennepin Community College, Hennepin Technical College, Three Rivers Park District, Brooklyn Park Athletic Association, etc.) through a variety of tools including surveys, public forums, workshops and focus groups
- Facilitate input from a Recreation and Parks Master Plan Citizen Task Force to assist with the Park Master Plan Update. The citizen task force shall provide input on: park needs, program needs, financing of park improvements/acquisitions, needs for additional park facilities (e.g. aquatic center, artificial turf fields, golf courses, bike trails, etc.) The citizen task force shall consist of:
 - One City Council Member
 - Two Recreation and Parks Advisory Commission Members
 - One Planning Commission Member
 - One Capital Long-Range Improvement Commission Member
 - One Budget Advisory Commission Member
 - One School District Representative from each district
 - Three Citizens (one from each district of the City)
 - One Business Representative
 - One Arts Representative
 - One Youth Athletics Representative
- Prepare maps of existing and planned future bicycle trails and hiking trails
- Identify and discuss how changes to external systems (i.e. transportation, development, etc.) will impact the Park System
- The consultant is to work closely with City staff; City Council, Recreation and Parks Advisory Commission; Recreation and Parks Master Plan Citizen Task Force and various stakeholders to undertake Park Master Plan update

IV. Services Provided by City

The City of Brooklyn Park will provide the following:

- 2008 City Comprehensive Plan and Land Use Guide Plan Map
- GIS data for Park System
- Parks System Condition Report
- 2011 -2015 Parks and Recreation Capital Improvement Plan
- Operations and Maintenance Park System Annual Update
- Operations and Maintenance Trail System Annual Conditions Report
- 2001 Brooklyn Park Historic Research Study
- Aquatic Task Force Report, 2007
- 2001 Natural Resources Inventory Report
- City-wide survey results from 2005 and 2011
- 1998 (updated in 2003) Eidem Historical Farm Master Plan
- *The Brooklyns* history book
- A citizen task force to provide input as requested
- Zoning district maps
- Technical assistance and information as requested
- Input and review as requested
- Staff liaison

- Address lists and labels for mailings to Brooklyn Park property owners

The City is planning to conduct a scientific survey of the residents in 2011. Many questions that would have been a part of the recreation and parks master plan survey will be captured and current.

The City Recreation and Parks Department and Operations and Maintenance Department will provide primary support for the Consultant and the citizen task force. The City Communications Coordinator will be involved in coordinating public awareness for the project. The City of Brooklyn Park has several media outlets, including a web site, cable television and newsletter, among other methods that may be used to keep the public updated on the process. Because of publication deadlines, communications to the public will often need to be planned several months in advance.

V. Project Budget

Proposers shall strive to provide the highest level of service at a reasonable cost. Fees for services including reimbursable expenses may not exceed \$80,000. While the \$80,000 figure was established as the not-to-exceed amount based on dollars allocated for the project by the Brooklyn Park City Council, proposals may be less than \$80,000.

VI. Project Schedule

The following is a general timeline that will be followed to hire a firm. Once a firm has been selected, the actual planning process schedule will be identified. Proposers shall provide a detailed work plan that addresses all major tasks and milestones to be accomplished throughout the Park Master Plan Update process.

<u>Task</u>	<u>Timeframe</u>
Distribute consulting services RFP	January 2011
Select consulting services firm	March 2011
Execute contract with consulting services firm	April 2011
Undertake inventory to identify, quantify and evaluate existing parks and open space features, amenities and services	April – June 2011
Solicit nominations for citizen task force for appointment by City Council	July 2011
Solicit public input through surveys, public forums, citizen task force, Recreation and Parks Advisory Commission (R&PAC), etc. to identify the parks and recreation needs, desires and interests of the community	Aug. – Nov. 2011
Formulate prioritized recommendations for park system acquisitions, improvements and services	Dec. – Jan. 2012
Provide recommendations for planned park system acquisitions, improvements and services	Feb. – March 2012

Present draft Park Master Plan Update to PARC and City Council

May 2012

Incorporate revisions as directed by City Council and present to City Council

July 2012

It is expected that the Consultant, upon contract award, will begin work immediately in a manner consistent with the final work plan developed in cooperation with, and approved by the City. The final work plan will include detailed methods and milestones, incorporating expectations delineated in the RFP and the Scope of Work (see Section III above). Work shall be completed by August 31, 2012, which will consist of a final draft suitable for public presentation and approved by the City Council. It is expected that the Consultant will regularly meet with City staff to ensure the project is progressing in a timely manner, to keep lines of communication open, and to determine if there is anything the Consultant needs from the City.

VII. Submittals

Proposals need not include elaborate brochures, expensive bindings, etc.; legibility, clarity, conciseness, and completeness are essential. A maximum of 50 pages is desired.

Proposals must include, at a minimum:

1. All submitted proposals must identify the name, title, business address, telephone number, and email address (if any) of the person who will represent the organization. Identify the name of the firm, legal status (i.e. corporation, partnership, sole proprietorship, etc.), and date of incorporation or commencement of business.
2. Identify your firm's number years of experience and at least three other projects completed of a similar nature.
3. List a minimum of three references who are familiar with the quality of services provided by each of the firms / individuals included for the proposed team, for this type of project. For each reference, list the person's name, address, and telephone numbers.
4. *Biographical data on all individuals who will work on the project including sub-consultants. List the individuals' roles on the project, their qualifications, Minnesota State Board of Professional License Numbers, and an indication of the persons' role in projects cited in the firm's demonstrated experience.*
5. Biographical data required in item #4 above on all replacement personnel. The City of Brooklyn Park reserves the right to approve any replacement personnel.
6. Discuss the key elements of your approach to the project with an emphasis on how the major tasks would be accomplished. This should include a proposed project schedule identifying how the firm would sequence identifiable elements of the project, specific milestones and meeting sequences with the citizen task force, community at large and City Council.
7. Demonstrate an understanding of the Project and develop objectives. Outline why your firm should be selected.
8. *Submit a firm, "not-to-exceed" agreement on itemized total cost and fee structure based on the firm's approach to the project, which will be used with monthly billing estimates as a basis of payment with the Consultant submitting a detailed itemized invoice listing quantities chargeable for that period. A "Cost Estimate Chart" is included in the RFP.*
9. *Submit a firm, "not-to-exceed" consultant fee for Principal, Engineer, Planner, Landscape Architect, Technician, and all other staff that will be used on the project with monthly*

billing estimates as a basis of payment with the Consultant submitting a detailed itemized invoice listing quantities chargeable for that period.

10. Submit hourly rates over and above the base price that will be used with monthly billing estimates as a basis of payment with the Consultant submitting a detailed itemized invoice listing quantities chargeable for that period.
11. Submit an anticipated reimbursable "not-to-exceed" charge for travel, materials, printing costs, etc. which will be used with monthly billing estimates as a basis of payment with the Consultant submitting a detailed itemized invoice listing quantities chargeable for that period.
12. Prepare a statement of understanding and agreement that the overall charges for this project shall not exceed the specified price quote amount. The maximum allowable amount for the overall charges shall be \$80,000. While the \$80,000 figure was established as the not-to-exceed amount based on dollars allocated for the project by the Brooklyn Park City Council, proposals may be less than \$80,000.
13. A principal member of the firm must sign the proposal (see Section IX. **Statement of Non-Collusion** on last page of this document).

Please submit a minimum of EIGHT (8) copies of the proposals (plus one single-sided unbound copy) to:

Jon Oyanagi, Director, Brooklyn Park Recreation and Parks, 5600 85th Avenue North, Brooklyn Park, MN 55443. Proposal deadline is **4:00 P.M., CDT, February 25, 2011**. Proposals received later than the deadline will not be accepted.

Questions regarding this project be submitted in writing to:

Jon Oyanagi, Director, Brooklyn Park Recreation and Parks, 5600 85th Avenue North, Brooklyn Park, MN 55443, 763-493-8337; or email: jon.oyanagi@brooklynpark.org. Questions shall be submitted no later than seven days prior to the proposal submittal deadline.

VIII. Consultant Selection Criteria

A selection committee will review all submissions. A selection committee established by the City will invite selected firms for an interview. Below are the criteria that will be used in screening, interviewing, and selection of consulting firm.

Demonstrated Related Experience (25% of Rating)

1. Successful experience in park master planning projects of a similar type, size and setting.
2. Demonstrated experience in coordination of project specifics with multiple entities.
3. Demonstrated experience in leading/facilitating public meetings.
4. Demonstrated experience to connect with the various ethnic populations similar to those residing within Brooklyn Park.
5. Timely and cost effective experience in planning document preparation.
6. Successful experience in meeting project timetables and project budgets.
7. List three references who are familiar with your firm's demonstrated experience with similar projects.
8. At least one person with the firm shall be a duly registered Professional Engineer/Architect/Landscape Architect/Planner of the discipline required for the specific portion of service on the Project, licensed under the laws with the State of Minnesota as required for each portion of the required work, have a currently valid Registration / License Number(s), and if needed, be able to sign and seal documents.

B. Proposed Project Approach (25% of Rating)

1. Understanding the opportunities and desired outcomes in conducting a park master plan update.
2. Understanding the needs of the City, businesses, residents and park users as it relates to the use of the City's park system and services.
3. A statement of the general approach to be taken by the consultant in undertaking this project.
4. A statement by the consultant regarding how a team approach can be developed and maintained by all parties involved in the project.

C. Consultant's Fees and Costs (50% of Rating)

1. Demonstrated successful previous budget performance and experience in meeting project budgets.
2. Description of approach to budgeting and bidding, and how to avoid the "over-budget" experience.
3. Presentation of firm's best offer; firm "not to exceed" Consultant figure; hourly rate over and above base proposal for Principal, Planner, technician; and reimbursable expenses, etc.
4. Financial information on ability of Consultant to provide trained and experienced staff to accomplish work in time allotted.

IX. Deliverables

The Consultant is expected to deliver 30 copies of the draft master plan to the City by May 7, 2012 for presentation to the R&PAC and City Council. The Consultant will then incorporate revisions as directed and represent the final draft of the master plan to the City Council by July 17, 2012. The document should then be prepared for final submission to the City. Approval from the City Council will serve as the "go-ahead" to prepare the final deliverables. The final deliverables shall include:

- 30 copies of the final park master plan should be formatted in the following manner.
 - Loose-leaf bound in three-ring binders
 - Printing to be double-sided (back to back)
 - 8.5" x 11" paper except for maps, charts or diagrams that may be on folded 11" x 17" paper
 - Each section shall be marked by dividers
 - Color copies of pages including maps or photographs
 - Add one, single-sided copy unbound
- Two CD's of the final park master plan (electronic format). The park master plan should be available in MS Word format
- Presentation materials (i.e. Power Point presentation, maps, minutes, graphics, etc.) used throughout the update process to become property of the City of Brooklyn Park.

The final product will become the property of the City of Brooklyn Park along with all-inclusive rights for reproduction and distribution.

X. Contract Terms and Conditions

The successful Consultant agrees that during the term of the Agreement entered into between the Consultant and the City:

A. Condition of Receipt of Proposals

1. The Request for Proposals does not obligate the City of Brooklyn Park to award any specific project. The City of Brooklyn Park reserves the right to cancel this solicitation or to change its scope if it is considered in the best interest of the City of Brooklyn Park.
2. The City of Brooklyn Park reserves the right to waive irregularities in proposal content or to request supplemental information from proposers.

Fees and Negotiations

The City of Brooklyn Park will conduct fee and contract execution with the recommended firm based on the draft contract. However, in the event the City is unable to reach satisfactory agreement, the City will stop negotiations and commence negotiations with other qualified applicants. If you have questions regarding submission requirements, please contact: City of Brooklyn Park – Jon Oyanagi address and phone number listed in Section VII. **Submittals**, item B.

1. No reimbursement will be made by the City of Brooklyn Park for any costs incurred prior to a formal notice to proceed should an award of contract result from this solicitation.
2. Monthly estimates will be used as method of payment with the Consultant submitting a detailed itemized invoice listing units and quantities of times, personnel, mileage, etc., chargeable for that period and applied to the unit cost of personnel, mileage, etc.

Miscellaneous

The successful Consultant agrees, as a condition of being awarded the Contract, to require each of its agents, officers and employees to abide by the City of Brooklyn Park's policies prohibiting sexual harassment, firearms and smoking, as well as all other reasonable work rules, safety rules or policies regulating the conduct of persons on City property at all times while performing duties pursuant to this Contract. The Contractor agrees and understands that a violation of any of these policies or rules constitutes a breach of the Contract and sufficient grounds for immediate termination of the Contract by the City.

The successful Consultant further agrees that during the term of the Agreement entered into between the Consultant and the City:

1. The laws of the State of Minnesota shall govern consultant contract.
2. The Consultant will comply with all federal, state and local laws, ordinances, rules and regulations governing discrimination and will not discriminate against any applicant or employee for employment because of race, creed, national origin, or ancestry, sex, sexual orientation, marital status, age, religion, or handicap.
3. Consultant also agrees that all subcontracts entered into for the performance hereof shall include a similar provision.
4. If a Consultant refuses or fails to furnish goods or services in accordance with the requirements of the contract and within the time limits contained in the contract, the City may purchase such goods or services from other sources, adjusting fees paid to Consultant accordingly.

Contract Length - The contract shall be effective upon the date of acceptance by the City and the Consultant and expire upon completion of the services covered by the contract. The contract may be canceled by the City or the Consultant upon thirty (30) days written notice of such cancellation. In the event of termination of the contract, there shall be no further obligation on the part of the City to the Consultant save and except for payment of sums due and owing for expenses and work incurred by the Consultant prior to the date of termination.

Rights of Use

The Consultant shall agree that the City will own and have the right to use, reproduce and apply as it desires, any data, reports, analyses and materials which are collected or developed by the Consultant or anyone acting on behalf of the Consultant as a result of the contract.

Indemnification

To the fullest extent permitted by law, the Consultant shall indemnify the City, its officers, employees, agents, volunteers and others acting on the City's behalf, hold them harmless, and defend and protect them from and against any and all loss, damage, liability, claim, cost or expense (specifically including reasonable attorneys' fees and other costs and expenses of investigation and defense), of any sort, arising out of or otherwise in connection with the Consultant's performance, or the performance of any subcontractor or other person or entity for whose acts or omissions the Consultant is legally responsible, under the Contract. Notwithstanding the foregoing, the Consultant shall not be responsible for any loss, damage, liability, claim, cost or expense to the extent it is alleged and established that such loss, damage, liability, claim, cost or expense was occasioned by the negligence or willful misconduct of the City in connection with the performance of the Contract. The City shall have the right, at its own expense, to associate in the defense of any action defended by the Consultant pursuant to this provision.

The Consultant's obligations under this Indemnification provision shall survive the expiration or termination of the Contract.

Insurance

1. Commercial General Liability Insurance coverage for Bodily Injury, Property Damage, Personal Injury, Advertising Injury, Contractual Liability (applying to the Contract), Independent Contractors, and Products-Completed Operations liability coverage limits of at least \$2,000,000 Each Occurrence.
2. Automobile Liability insurance covering liability for Bodily Injury and Property Damage arising out of ownership, maintenance, use of all owned, non-owned and hired automobiles and other motor vehicles utilized by the Consultant in connection with its performance under this Contract in the amount of at least \$2,000,000 per accident.
3. Workers' Compensation insurance in compliance with all applicable statutes. Such policy shall provide Employer's Liability coverage with limits of at least \$500,000 for each coverage provided thereunder.
4. Professional (or "Errors & Omissions") Liability Insurance in the amount of at least \$2,000,000 Each Claim, and, if applicable, Annual Aggregate, covering the Consultant's liability for negligent acts, errors or omissions in the performance of professional services under the Contract.

5. The Consultant's Commercial General Liability and Automobile Liability insurance policies shall include the City, its officers, employees, agents, and volunteers as Additional Insureds thereunder to the extent of liability arising out of the Consultant's acts or omissions or the acts or omissions of the Consultant's subcontractors or others acting on the Consultant's behalf.
6. Prior to commencing any performance under the Contract, the Consultant shall provide Certificates of Insurance to the City's Office of Loss Control with evidence that the insurance coverage required hereunder is in full force and effect. Such evidence of insurance shall be accompanied by copies of any Additional Insured endorsements or automatic Additional Insured policy provisions necessary to achieve compliance with the Additional Insured requirements of the Contract. All such evidence of insurance shall require that the insurer provide at least thirty (30) day written notice of cancellation.
7. The minimum liability insurance limits required hereunder may be satisfied by the limits afforded under the Consultant's primary liability insurance policy(ies) in combination with the limits afforded by an Umbrella or Excess Liability Policy (or policies).

Independent Consultant

It is agreed that nothing herein contained is intended or should be construed in any manner as creating or establishing the relationship of co-partners between the parties hereto or as constituting the Consultant's as the agents, representatives or employees of the City for any purpose or in any manner whatsoever. The Consultant and its staff are to be and shall remain an independent Consultant with respect to all services performed under the contract. The Consultant represents that it has, or will secure at its own expense, all personnel required in performing services under the contract. Any and all personnel of the Consultant or other persons, while engaged in the performance of any work or services required by the Consultant under the contract shall not be considered employees of the City, and any and all claims that May arise under the Workers' Compensation Act of the State of Minnesota on behalf of said personnel or other persons while so engaged, and any and all claims whatsoever on behalf of any such person or personnel arising out of employment or alleged employment including, without limitation, claims of discrimination against the Consultant, its officers, agents, Consultants or employees shall in no way be the responsibility of the City; and the Consultant shall defend, indemnify and hold the City, its officers, agents and employees harmless from any and all such claims regardless of any determination of any pertinent tribunal, agency, board, commission or court. Such personnel or other persons shall not require nor be entitled to any compensation, rights or benefits of any kind whatsoever from the City, including, without limitation, tenure rights, medical and hospital care, sick and vacation leave, Workers' Compensation, Unemployment Compensation, disability, severance pay and PERA.

Non-Discrimination

During the performance of the contract, the Consultant will not discriminate against any employee or applicant for employment because of race, color, creed, religion, ancestry, national origin, sex, sexual orientation, disability, age, marital status, or status with regard to public assistance. The Consultant will take affirmative action to insure that all employment practices are free of such discrimination. Such employment practices include, but are not limited to, the following: hiring, upgrading, demotion, transfer, recruitment or recruitment advertising, layoff, termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship. The Consultant agrees to post in places that are available to employees and applicants for employment, notices that set forth the provisions of this nondiscrimination clause. The notices shall inform all persons that any complaints regarding Consultant compliance with the nondiscrimination clause May be reported to the Brooklyn Park City Manager.

Human Rights

The Consultant agrees to comply with the Minnesota State Human Rights Act, Minnesota Statutes, Section 363.

Americans with Disabilities Act

The Consultant agrees to comply with the Americans with Disabilities Act (ADA) Section 504 of the Rehabilitation Act of 1973 and not discriminate on the basis of disability in the admission or access to, or treatment of employment in its services, programs, or activities. The Consultant agrees to hold harmless and indemnify the City from costs, including but not limited to damages, attorney's fees, and staff time, in any action or proceeding brought alleging a violation of ADA and/or Section 504 caused by the Consultant.

Sublet/Assign

The contract shall not be assignable except at the written consent of the City.

Sub-Consultant Payment

The Consultant agrees that it must pay any sub-consultant within ten days of the prime Consultant's receipt of payment from the municipality for undisputed services provided by the sub-consultant. The Consultant agrees that it must pay interest of 1-1/2 percent per month or any part of a month to the sub-consultant on any undisputed amount not paid on time to the sub-consultant. The minimum monthly interest penalty payment for an unpaid balance of \$100 or more is \$10. For an unpaid balance of less than \$100, the prime Consultant shall pay the actual penalty due to the sub-consultant. A sub-consultant who prevails in a civil action to collect interest penalties from a prime Consultant must be awarded its costs and disbursements, including attorney's fees, incurred in bringing this action.

Data Practices

The Consultant will comply with all applicable provisions of the Minnesota Government Data Practices Act, Chapter 13, of the Minnesota Statutes.

Audit

All books, records, documents, and accounting procedures of the Consultant, relevant to the contract, all subject to examination by the City and either the legislative or state auditor as appropriate, pursuant to Minnesota Statutes, Section 16C.05, subd. 5.

Laws

The Consultant will comply with all applicable local, state and Federal laws, rules and regulations in the performance of the duties of the contract. The Consultant will comply with and be governed by all laws of the State of Minnesota.

Mediation

The City and the Consultant agree to submit all claims, disputes and other matters in question between the parties arising out of or relating to the contract to mediation. The mediation shall be conducted through the Mediation Center, 1536 Hewitt Avenue, St. Paul, Minnesota. The parties hereto shall decide whether mediation shall be binding or non-binding. If the parties cannot reach agreement, the mediation shall be non-binding. In the event mediation is unsuccessful; either party May exercise its legal or equitable remedies and May commence such action prior to the expiration of the applicable statute of limitations.

Termination

The contract may be terminated for any reason upon giving thirty (30) days advanced written notice to the other party. The City reserves the right to cancel the contract at any time in the event of default or violation by the Consultant of any provision of the contract. The City may take whatever action at law or in equity that may appear necessary or desirable to collect damages arising from a default or violation or to enforce performance of the contract.

XI. Statement of Non-Collusion

The following statement shall be made as part of the Consultant proposal.

I affirm that I am the Consultant, a partner of the Consultant firm, or an officer or employee of the Consulting corporation with authority to sign on the Consultant's behalf.

I also affirm that the attached has been compiled independently and without collusion or agreement, or understanding with any other vendor designed to limit competition.

I hereby affirm that the contents of this proposal have not been communicated by the Consultant or its agent to any person not an employee or agent of the City.

Signed

Print Name

Title

Firm Name

Address

City/State/Zip Code

Telephone and Fax Numbers

Email address



December 1, 2011

Jason L. Amberg
Brauer and Associates, Ltd.
10417 Excelsior Boulevard, Suite 1
Hopkins, MN 55343

Subject: City of Coon Rapids
Parks, Open Space, and Trail System Plan Update
Request for Proposal

Dear Mr. Amberg:

Congratulations! Based upon City staff review of your firm's Statement of Qualifications, you have been selected to submit a formal proposal for our project. As mentioned earlier in the Statement of Qualifications request letter, the City plans to update our 2001 Parks, Open Space, and Trail System Plan in conjunction with the City's strategic planning process to be conducted during 2012.

The three firms being considered further include:

- Brauer & Associates. Ltd.
- LHB, Inc.
- SRF Consulting Group, Inc.

The City has prepared a three page Scope of Work description for the Coon Rapids Park System Plan Update. This Scope of Work should form the basis for your proposal. Also, we are sending you the list of Project Issues previously included with the Statement of Qualification letter. The proposal should be a detailed project approach expanding upon your earlier preliminary project approach. Each firm, as part of your Statement of Qualification submittal, provided a 4-6 page project approach. We would now ask that you submit a more detailed proposal describing how your firm would complete the Coon Rapids Park System, Open Space, and Trail System Master Plan Update using the Scope of Work and Project Issues list outlined as guides. We would ask that you provide a more detailed work plan describing how you would address each of the plan components. For the formal proposal we ask that each firm provide the following information:

- Detailed work plan describing your scope of work (limited to 10 pages)
- Project organizational chart showing each team members role in the project
- Schedule for project completion illustrating time requirements for each task
- A detailed fee budget showing your proposed fees to complete the Park System Plan Update

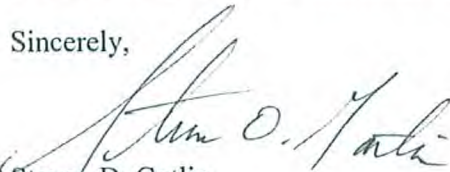
Request for Proposal
December 1, 2011
Page 2

The City has scheduled a pre-proposal meeting for Monday, December 12, 2011 at 10:00 a.m. in the City's Conference Room #1. At that time City staff will provide a brief project overview and be available to answer any questions the consulting firms may have.

The Scope of Work document contains a proposed timetable schedule for activities relating to the Park System Master Plan Update. Please note that this schedule has been modified slightly from the earlier schedule contained in the Statement of Qualifications letter. We have now extended the selection date by approximately 30 days and allowed the entire month of January for the selection and interview process. The City would like the final project completed by October 1, 2012 so that the Park System Master Plan could serve as the basis for the City's park referendum planned for spring of 2013.

We look forward to receiving your formal proposal with the elements as requested. If you have any further questions prior to the pre-proposal meeting, I would be happy to answer them. Thank you in advance for your interest in our project.

Sincerely,

A handwritten signature in black ink, appearing to read "Steven D. Gatlin", written over a horizontal line.

Steven D. Gatlin
Public Services Director

SDG:car

Enclosure

**CITY OF COON RAPIDS 2012
PARKS, OPEN SPACE, AND TRAIL SYSTEM PLAN UPDATE**

PROJECT OBJECTIVES/ISSUES

1. Review and update current city wide park classification system.
2. Review and update inventory database of city park facilities used for maintenance planning, asset management and long range rehabilitation scheduling.
3. Determine the impact of future population demographic changes on public park and recreation needs and demands.
4. Outline in a comprehensive fashion current priority redevelopment and public liability issues involving park recreation facilities.
5. Develop updated graphic and written inventory of all public and private recreational lands in the city (useful in identifying facility sharing opportunities and facility duplication).
6. Provide an opportunity for direct public participation in setting the future course of park and outdoor recreation planning in Coon Rapids and coordinating this activity with city wide strategic planning process to be conducted in 2012.
7. Provide a vehicle for coordinating future parks and recreation planning between the city and other recreation suppliers including local, state, county, and other municipal agencies.
8. Review effectiveness of all recreational services being provided by local groups, associations, schools, and governmental agencies.
9. Identify and analyze broad spectrum of issues facing the park and recreation system in the areas of acquisition, development, redevelopment, trails, maintenance, urban forestry, programming, natural resources management, intergovernmental relations and finance.
10. Provide national perspective on trends in park and recreation facilities.
11. Establish uniform standards for each park classification unit including desired development levels, facility types and programming objectives.
12. Upgrade existing system plan to reflect current and future outdoor recreation needs and current principles and practices of park planning/landscape architecture.
13. Determine current and future projected redevelopment and rehabilitation/maintenance needs on a system wide basis; prioritizes projects based on highest need and quality assessment.

14. Update comprehensive trail system and network plan, identifying long range opportunities to interface and coordinate trail links between city, county, state and regional systems.
15. Develop a systematic plan for prioritizing future trails development.
16. Develop uniform design standards for park support facilities focused on establishing an identity and uniformity for the city park and recreation system.
17. Develop a comprehensive long range capital improvements plan, identifying specific capital investment needs and estimated costs in the areas of acquisition, development, redevelopment, equipment resources and natural resources management/landscaping.
18. Identify and discuss all viable mechanisms for long term financing of development and redevelopment of system infrastructure including traditional funding sources and state-of-the art entrepreneurial sources.
19. Determine economic value of parks/trails relating to neighborhood preservation and reinvestment.
20. Incorporate sustainability practices in future park/trail improvements.
21. Review current organizational structure and possible future changes in city park/recreation staffing.
22. Review sector concept as possible means of providing park/recreation services to Coon Rapids neighborhoods.
23. Provide assessment of area served and cost of service for each park/recreation facility
24. Establish performance standards for park/recreation programs and services.
25. Incorporate technology opportunities in park/recreation facilities and services.
26. Complete natural resource inventory for urban forest, prairie areas, and water bodies.

COON RAPIDS PARK SYSTEM PLAN UPDATE

SCOPE OF WORK

The consultant in conjunction with the City will undertake the following tasks in the update of the City of Coon Rapids Park and Recreation System Plan.

A. Plan Components

1. Summary Report
 - a. Update the summary report to reflect plan revisions
 - b. Supplement the updated narrative with appropriate maps, plans, and photographs as required
2. Planning Framework
 - a. Update the planning framework to incorporate current stakeholder involvement process
 - b. Incorporate the 2010 Park and Master Plan update questionnaire
3. Needs Assessment
 - a. Update demographic information to reflect age, ethnicity and other changes to the City's population
 - b. Conduct focus group meetings with stakeholders as required
 - c. Coordinate with strategic plan and community wide survey process
 - d. Conduct meetings as necessary with athletic associations, community education groups, senior representatives, etc.
 - e. Review regional, state wide and national trends
 - f. Update general existing conditions assessments of park and recreation facilities
 - g. Update goals and objectives and policy statements as required
 - h. Review mission statement and modify as needed including guiding principles
 - i. Review various commission roles and update as necessary
 - j. Review park regulations and modify as necessary
4. Parks/Open Space System Plan
 - a. Review system framework and update as required
 - b. Review system planning guidelines and update as necessary
 - c. Review park classification guidelines by functional class
 - d. Review concept of dividing City into park sectors to provide comparable park facilities within each sector
5. Park and Open Space Legend
 - a. Incorporate new aerial photographs into description of each park.
 - b. Update park system legend description to reflect system improvements including:

- 1) Park improvements
 - 2) Bunker Hills Golf Course
 - 3) Coon Rapids Ice Center
 - 4) Community/Senior Center
 - 5) Regional Parks
 - 6) School sites
 - 7) Outdoor hockey and skating areas
 - 8) Open space protection
 - 9) Athletic facilities capacity and user needs
 - 10) Water based recreation facility
 - 11) Support facilities
 - Signage
 - Parking lots
 - Restrooms/shelters
 - 12) Off-leash dog parks
6. Trail System Plan
 - a. Review trail classification guidelines
 - b. Update system plan to reflect system improvements
 - c. Develop prioritization system for future trail improvements
 - e. Review need for additional trail facilities of other types including:
 - 1) On-street bikeways
 - 2) Cross country ski trails
 - 3) BMX facilities
 - 4) Trail system signage
 7. Ecological Restoration Plan
 - a. Review current ecological restoration plan and update as necessary to cover items including:
 - 1) Prairies
 - 2) Wetlands
 - 3) Forests
 - 4) Creeks, ponds, and lakes
 - b. Update education plan as needed
 8. Recreational Program
 - a. Review and update recreational services provider network
 - b. Review and update games, fields and usage matrix to insure adequate service
 - c. Update and review City role in providing recreation services
 9. Operations and Maintenance Plan
 - a. Review roles and responsibilities matrix for system maintenance
 - b. Review list of routine functions to insure proper levels of maintenance
 - c. Review maintenance level guidelines for the following items:

- 1) Turf
- 2) Outdoor athletic fields
- 3) Trails
- 4) Operations and maintenance
- 5) Chemicals
- 6) Signage

10. Implementation Plan

- a. Update and develop new implementation plan including:
 - 1) Level of service for various park types
 - 2) Cost projections for recommended improvements
 - 3) 5 and 10 year capital improvement program
 - 4) Criteria for prioritizing park open space and trail system projects
- b. Strategy for implementing system plan
 - 1) Potential funding sources
 - 2) Schedule

B. Timetable

- | | |
|-----------------------------------|--------------------|
| • Request for proposals issued | December 1, 2011 |
| • Pre-proposal conference | December 12, 2011 |
| • Proposals due | December 30, 2011 |
| • Interviews / selection process | January 2-27, 2012 |
| • Recommendation to City Council | February 1, 2012 |
| • City Council selects consultant | February 7, 2012 |
| • Notice to Proceed | February 8, 2012 |
| • Draft system plan complete | August 1, 2012 |
| • Final master plan approval | October 1, 2012 |